

Winterport Business Association Meeting
Town Office, Main Street, Winterport, Maine
Tuesday, February 3, 2009

1. Convene Meeting
2. Introductions of People Attending Meeting
3. Accept Minutes of Last Meeting
Of Tuesday, January 6, 2009
4. Treasurer's Report
5. New Business
 - a. Advertising
 - b. Executive Committee Meeting
 - c. Re-Writing of By-Laws (upcoming vote of directors / agent)
 - d. Discussion of Formal Name of Association
 - e. Hey Member - Tell Us Who You Are !
 - f. Association Dues
 - g. Next Business After Hours
6. Old Business
7. Open Table – "Idea Exchange"
8. Next Meeting – Tuesday, March 3, 2009 Town Office
9. Adjourn

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Meeting began at 5:15 p.m.

Introductions of those members in attendance was conducted:

Phil Pitula, Town Manager
Darrell Ginn – Ginn Land Surveying
Steve McLean – McLean's Collision
Sonny Reynolds – Sonny's Driving Range
Rob Newman – Maine Bytes
Deb Newman – Maine Bytes
Mike Anderson – Winterport Winery
Joan Anderson – Winterport Winery
Jennifer Davis – Play-Date Day Care
Joe Brooks, TG Higgins Business Services
Ann Ronco, Old Winterport Commercial House
Stephanie Francis, My Thrill Studio

The meeting minutes of Tuesday, January 6, 2009 were approved unanimously.

Deb Newman announced that she has had several requests. First, optometrist, Dr. Hersey, has an insurance representative who specializes in small businesses and thought it would be a good idea for this rep to give a presentation to the association. Maybe this rep would have ideas on ways for businesses to save on insurance. Second, Deb has also been approached by a number of marketing/advertisement people that would like to do a presentation to the association.

It was suggested that since we have a number of different people interested in speaking to our members, maybe the association should donate one meeting to a "business fair" wherein a number of salespeople can do a 10 – 15 minute presentation. We could also look into asking the Small Business Association (SBA) to come in the same evening. It was reminded that the Eastern Maine Development Corporation has been asking to come to speak to us too. Then, if there tends to be a particular speaker our group is interested in, maybe we could have them come back for a more in depth presentation. It was decided to plan for this "business fair" at our April meeting. This will give us time to arrange for speakers.

However, it was mentioned that there is a conflict with our April meeting date due to the town council meeting. Therefore, our meeting in April will be on Wednesday, April 8th. It was decided to change the day rather than the time in case our meeting ran a little longer.

It was noted that the executive committee will be rewriting the bylaws and this rewrite will be submitted for a vote at a later date. This is needed in order to be clarified as a 501C6 (Note: For further info on the 501C6 please refer to the Executive Committee Meeting Minutes.) We will also be clarifying the name of the association. Originally when the association began they had called the association the Winterport Village Business Association. Since we would now prefer to include other area businesses in the neighboring towns of Frankfort and Monroe, it was suggested we consider calling the group the Winterport Area Business Association.

A suggestion was made that maybe we should contact another business association to see how they're setup and maybe that could help coordinate with what we are doing instead of "reinventing the wheel." It was agreed that this was a great suggestion and will be implemented.

My Thrill Studio made a proposal to the group to possibly do a community commercial. They could do a production of a 30 second t.v. commercial for \$299.00 and \$149.00 if digital photo. This is a cost savings of 25% compared to what Fox Channel 7 would charge. Businesses could save more if a number of businesses were to share the cost. For music it would be a good to utilize Winterport musicians. For more info you can contact My Thrill Studio directly.

Members were then polled as to what forms of advertising they are currently using. The Winterport Winery mentioned they have had success with Travel Maine. It was asked that maybe they could come speak at our business fair.

Comments were made that it would do us good to develop a jingle for the association. It's a great way to get noticed. It was asked if My Thrill could possibly develop one, what it would cost, and then maybe we could get it on the association's website.

The next Business After Hours will take place on Wednesday, March 25th at the Winterport Winery beginning at 5:30 p.m. – 7:30 p.m. Besides the businesses, the public is also welcome. It was requested that all businesses bring their business cards and maybe we could develop a give away.

Even though the last Business After Hours was a success, there were some suggestions as to how to make it better. One suggestion was to get people to mingle more. When people have the opportunity to sit in groups, they tend not to mingle as much. It was also suggested that whoever is hosting should give a little introduction of themselves. Mike and Joan of the Winterport Winery agreed to do so when they host it in March. It was also suggested that Deb and some board members should meet and greet. We will also be handing out name tags so people can get to know the owners of the businesses by face.

It was then asked what is expected of the business who would like to host a Business After Hours. Deb answered that it would totally up to the individual business as to what they would want to do but noting that it can be very simple and doesn't have to be elaborate. Some businesses at other associations just serve chips and dips reminding the members that it's about networking and not eating.

A suggestion at the next Business After Hours was to have a tag reading "I'm a Member of the Winterport Business Association. Why Aren't You?" Phil Pitula offered the laminate machine at the town hall that we can use to make up these tags.

The next meeting will be Tuesday, March 3rd. If anyone wants to be a board member, please let us know as soon as possible. Voting for members will be held in May, therefore nominations or volunteers need to let themselves be known no later than April.

At the end of the meeting all businesses put a business card in the bucket to be picked for the Business of the Month. Winning business was DM&J Enterprise. This business will be featured on our website as well as on the reader board at the town hall.

Deb reminded everyone to let her know if any business has anything special they want on the association's website as well as the newsletter that now has a larger following than the month before.

Meeting was adjourned at 6:20 p.m.